

Task Force +lealth Care



"Healthcare in Brazil: Trends & Challenges

Sjoerd de Blok Nyenrode Healthcare 14 juni 2016

NYENRODE. A REWARD FOR LIFE

The Netherlands in good health...





NYENRODE CAMPUS



NYENRODE BUSINESS UNIVERSITEIT







Changes healthcare ('50- '10)

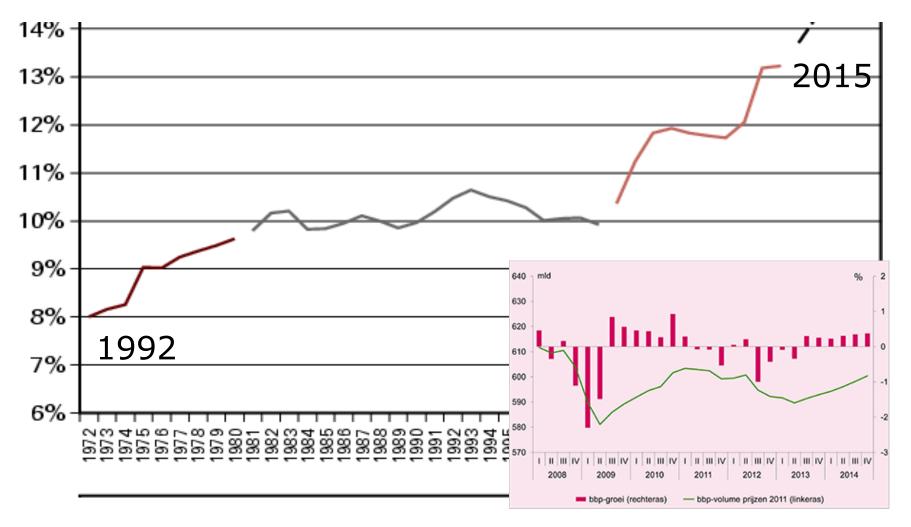
- Explosion of diagnostic and therapeutic options
- Collectivity: availability, accessability and affordability
- Medical doctors change from individuals in clinical leaders (clinical leadership)

Dutch Healthcare based on SOLIDARITY





Healthcare costs % / GDP 2015



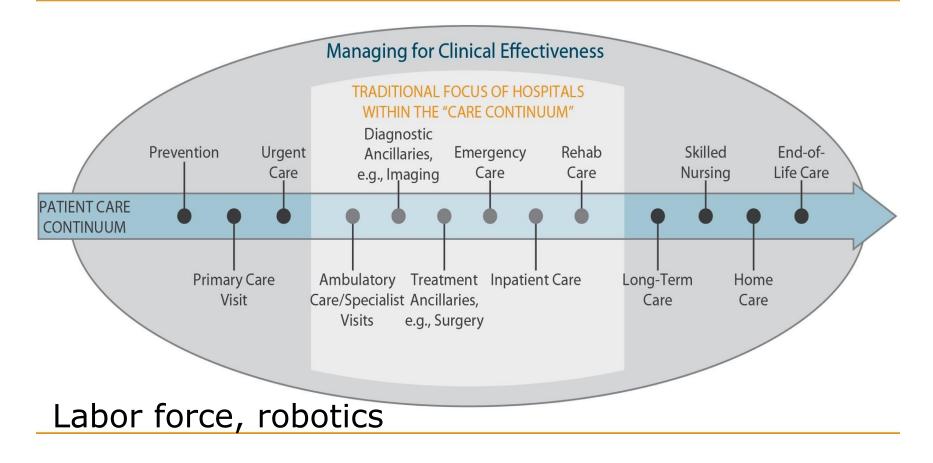
Slide 5



Society / Citizen /Patient /Client



3IT 5: Healthcare Continuum





INNOVATION HEALTHCARE



- Reduction of hospital care
- Technology assists GP
- Preventive medicine
- Empowerment of citizens / social contexts
- "blue ocean" new product/market combinations
- Value based healthcare innovation





System Coherence











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VALUE BASED HEALTHCARE CLINICAL LEADERSHIP







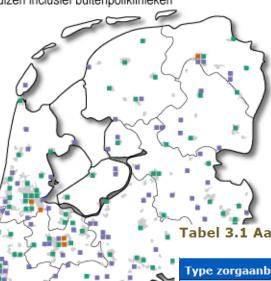
DUTCH HOSPITALS

Locaties ziekenhuizen juli 2014 academische en algemene ziekenhuizen inclusief buitenpoliklinieken

Soort

- academisch ziekenhuis
- algemeen ziekenhuis
- buitenpolikliniek

provncies



1,2 million people in NL employed in healthcare

Tabel 3.1 Aantal zorgaanbieders 2009-2013¹¹

	Type zorgaanbieder	2009	2010	2011	2012	2013
	Algemene ziekenhuizen	85	84	84	82	82
)	Categorale ziekenhuizen	2	2	2	2	2
	Academische ziekenhuizen	8	8	8	8	8
	Totaal aantal ziekenhuizen	95	94	94	92	92
	Categorale instellingen	68	68	65	65	65
	ZBC's actief in A- en/of B-segment	220	241	258*	288	268**

*Het aantal ZBC's vóór 2011 wijkt af van het aantal in paragraaf 4.2 doordat paragraaf 4.2 alleen gebaseerd is op de contractprijzen die in 2011 zijn aangeleverd door verzekeraars. **stand oktober 2013

Bron: NZa





QUALITTY OF HEALTHCARE – THE NETHERLANDS

- Accreditation counsel
- Protocols and guidelines
- NIAS accreditation; NEN 7510
- CANMEDS medical professionals
- Empowerment of citizens / social contexts
- "blue ocean" new product/market combinations
- Value based healthcare innovation
- Evidence based medicine





BUSINESS DEVELOPMENT PROGRESSION

1980

- Classic Business knowledge
- Shareholder Value Creation

- Profit

- Inside out
- Reduction complexity

2010

- Integrated Business knowlegde
- Connected Value Co-Creation with stakeholders
- -People, Profit, Prosperity, Pneuma, Passion
- -Networks
- -Complex social challanges "wicked problems"





Improvement / position Nyenrode

- Cost reduction (centre of finance)
- LEAN transformation of processes (lean centre)
- New business (centre of entrepreneurship)
- Concentration high technological cure
- Focus clinics (lean centre)
- Network strategy (strategy centre)
- Influx private investments financial risk management (centre of finance)
- Education clinical leaders (leadership development)



POSITION NYENRODE



Education as source of inspiration for the development of healthcare 2020/2030

Disclosure of business knowledge for the public domain

Working place / design studio's



EDUCATION



Clinical leadership Value Based Healthcare

Healthcare economics

Strategy for healthcare delivery

Value based healthcare - Mission / vision - Financial systems / financial partnership - Insurance systems -

- Efficacy and efficiency

Business Innovation Global HealthcareOrganizational development / change management

- Strategic partnership
- -Entrepreneurship Business strategy

Leadership managing Healthcare delivery Clinical leadership - Teamworks / alignment of chains - Business ethics - Value based healthcare - Cultural deversity